

10

# WASHINGTON FURNACES



"No—This is not  
a Victrola"

Patent No. 67583

## SALES MANUAL

GRAY & DUDLEY CO.

*Manufacturers*

NASHVILLE ❧ ❧ ❧ TENNESSEE

ESTABLISHED 1862



THIS  
SALES MANUAL  
ON  
WASHINGTON FURNACES  
DESCRIBES  
SALES PLANS AND IDEAS

*That have been used by  
Washington Furnace Dealers  
with excellent results*

THE ideas contained in this Sales Manual are based upon the actual experience of successful Washington Furnace Dealers. It will help you get your share of the furnace business in your section.

The sales plan outlined in this Sales Manual is simple and practical, and if followed by Washington Furnace Dealers will make some real money for you.

Gray & Dudley Company was the first manufacturer of furnaces that set above the floor to issue a Sales Manual for dealers.

FOLLOW THE PLAN

It will certainly pay you to read each page of this book carefully.

READ THE BOOK—"HEAT, BEAUTY AND ECONOMY"

Be sure to read carefully the book—"Heat, Beauty and Economy"—which describes in detail the construction and the operation of Washington Furnaces. It contains sales arguments that have proven effective in selling Washington Furnaces.

ALL CAST-IRON INNER CONSTRUCTION

We want to call your attention especially to the fact that all Washington Furnaces are made with an all cast-iron inner construction—not sheet steel which frequently warps and gives trouble. The all cast-iron inner construction costs more, but gives years of more satisfactory service to the user. Just another reason why Washington Furnaces are better.

# Washington Home Furnace

NO. 1—MAHOGANY FINISH



Grained Mahogany Finish. No name on outside.

Washington Home Furnace is the only furnace made in grained mahogany finish without name plate on outside.

Both sides and back, porcelain enameled on genuine Armco Ingot Iron—rust resisting.

"No—this is not a Victrola"  
Patented No. 67583

## DESCRIPTIVE DIMENSIONS

Number	Fire Bowl	Extreme Height	Extreme Width	Depth	Grate	Weight, Crated
No. 1-B Mahog. Finish	17 in.	51 in.	23 in.	23 in.	Shaker with Draw Center	550 lbs.
No. 1-C Mahog. Finish	17 in.	51 in.	23 in.	23 in.	Three Bar Triplex Reversible Grate	550 lbs.

THREE



# Washington Home Furnace

NO. 2—PLAIN FINISH

Both sides and back of plain finish furnace made of polished Wells-ville blued steel. The entire front, top, base and all outside casings are polished with high-grade graphite stove polish, which gives the plain finish furnace a beautiful, brilliant grayish luster.



OPENINGS  
BELOW  
FIRE  
BOWL

You will notice openings in the sides of Washington Home Furnace are below fire bowl. Openings in other furnaces are opposite fire bowl, hence intense heat radiating from fire bowl prevents cold air from being drawn in. This is one reason why Washington Home Furnace will produce 50% greater heat circulation than others.

## DESCRIPTIVE DIMENSIONS

Number	Fire Bowl	Extreme Height	Extreme Width	Depth	Grate	Weight, Crated
No. 2-B Plain Finish	17 in.	51 in.	23 in.	23 in.	Shaker with Draw Center	550 lbs.
No. 2-C Plain Finish	17 in.	51 in.	23 in.	23 in.	Three Box Triplex Reversible Grate	550 lbs.



# Martha Washington Furnace

Duplex Grates for Wood or Coal

NO. 620—WALNUT FINISH



DESCRIPTIVE DIMENSIONS

No. 620 Walnut Finish	Fire Bowl	Extreme Height	Extreme Width	Extreme Depth	Feed Door	Smoke Pipe	Weight Crated
	21 in. Long 10 in. Deep 14 in. Wide	47 in.	28 in.	20 in.	10 in. Wide 12 in. High	7 in.	500 lbs.

# Martha Washington Furnace

BURNS WOOD OR COAL

WE HAVE FOUND there is a tremendous demand for a modern, high-grade furnace that will burn wood or coal.

The Martha Washington Furnace was built to supply this demand. It will heat from five to seven rooms and is made like the new Orthophonic Victrola in shape, design, size and finish. The Orthophonic Victrola is always sold in the walnut finish.



Martha Washington

## ALL CAST-IRON INNER CONSTRUCTION

Like other Washington Furnaces the Martha Washington is made with an all cast-iron inner construction.

The big heavy cast-iron dome or combustion chamber extends above the pipe collar and holds the heat and holds the soot and the heat units immediately over the fire until they are consumed, instead of allowing them to go up the chimney, as is the case with other furnaces constructed with pipe collar on top.

The Martha Washington Furnace costs you less than similar furnaces. Another reason why the Martha Washington Furnace will enable you to control the furnace business in your section.

## FOOT WARMER

The public has wanted a furnace that will produce circulating moist heat, yet will give the foot-warming comfort of the ordinary heating stove or fireplace.

Our designers have given considerable thought to this problem, and we are glad to say that the Martha Washington Furnace solves this problem.

Others have made an attempt to solve this problem, but our designers have come back to the principle of warming the feet that is used with the ordinary heating stove

## Foot Warmer of Martha Washington Furnace



'Draw up a chair and warm your feet'

Illustration shows foot warmer in use

or fireplace. When the foot warmer is in use, it does not interfere with the circulation of heat through the furnace. In fact, it increases the circulation of heat through the furnace.

The foot warmer is especially desirable for people coming into the home with cold feet, as they can be warmed quickly and conveniently. School children coming home from school appreciate this feature. It prevents sickness.

## HOT BLAST FIRE BOX

The hot blast fire box draws the oxygen from the atmosphere through feed door openings and is discharged upon the surface of the burning coal and is mixed with the gases of the coal, forming more complete combustion. This acts also as a smoke consumer. This means big saving in fuel, giving a better and hotter fire without adding one cent's cost.



# Frances Washington Furnace

Duplex Grates—For Coal or Wood

NO. 200 }  
NO. 300 } MAHOGANY FINISH



DESCRIPTIVE DIMENSIONS

Number	Inside of Fire Bowl	Extreme Height	Floor Space	Feed Door Opening	Size of Smoke Pipe	Weight, Crated
No. 200 Mahog. Finish	17½x12½x10	44 in.	26x17	12x7	6 in.	390 lbs.
No. 300 Mahog. Finish	19x12½x10	46 in.	28x19	15½x8½	6 in.	435 lbs.

# Frances Washington Furnace

Duplex Grates—For Coal or Wood

NO. 202 } PLAIN FINISH  
NO. 302 }



Both sides and back of plain finish furnace made of polished Wellsville<sup>®</sup>blued steel.

The entire front, top, base, and all outside casings are polished with high-grade graphite stove polish, which gives the plain finish furnace a beautiful grayish luster.

## DESCRIPTIVE DIMENSIONS

Number	Inside of Fire Bowl	Extreme Height	Floor Space	Feed Door Opening	Size of Smoke Pipe	Weight, Crated
No. 202 Plain Finish	17½x12½x10	44 in.	26x17	12x7	6 in.	390 lbs.
No. 302 Plain Finish	19x12½x10	46 in.	28x19	15½x8½	6 in.	435 lbs.

EIGHT



NASHVILLE, TENNESSEE

Mansfield, Ohio

Milwaukee, Wisconsin

# 100,000 Pounds of Pig Iron Melted Daily

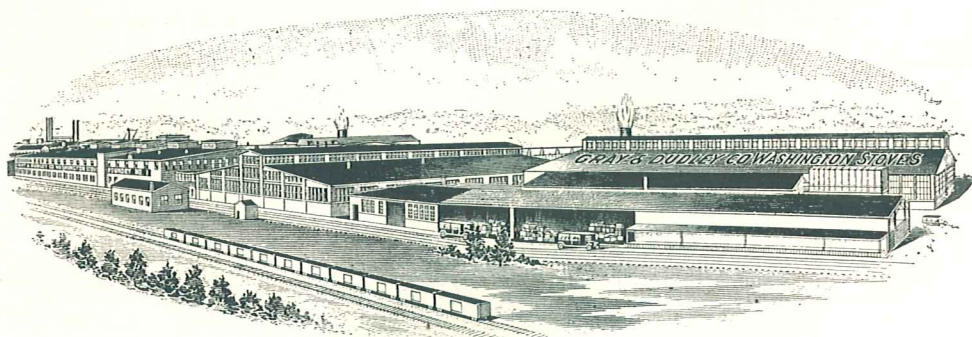


Illustration gives a view of Foundry No. 1. (Foundry No. 2 is not shown in illustration.)

OWING to the fact that Gray & Dudley Company is located right in the heart of the big Southern coal and iron district, there is a big saving in the freight of raw materials. No unnecessary long freight hauls to and from distant cities.

The large production of melting over 100,000 pounds of pig iron per day enables us to produce furnaces at the minimum cost.

The cast-iron parts of Washington Furnaces are made from the highest grade of Southern pig iron, which is the best material in the world for making castings for stoves and furnaces.

Gray & Dudley Company,  
Nashville, Tennessee.  
Gentlemen:

Atchison, Kansas.

We certainly want to compliment you on your new revised Sales Manual. This is a masterpiece in the way of sales literature.

We know the plans outlined will bring success.

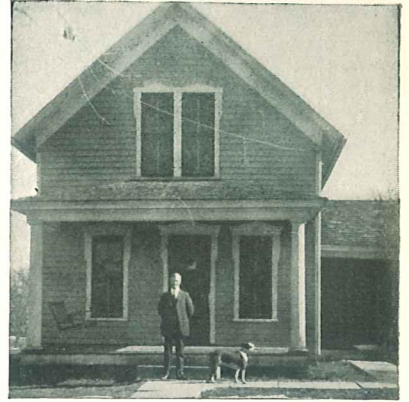
Yours very truly,  
BLISH-MIZE & SILLIMAN HDW. CO.



# One Home Out of Every Four a Live Prospect for Washington Furnace



WE HAVE BEEN TOLD that there are 1,600,000 homes needing furnace heat. Each of these homes is a good live prospect for the Washington Furnace.



Home of C. S. Duncan, Kennesaw, Nebr.

With the Washington Furnace line you can take care of the furnace requirements of each home from two to seven rooms with or without a basement.



Home of Mrs. Warren J. Ware, Arcadia, Kentucky

A large number of homes in each State in the Union is being heated satisfactorily and economically with the Washington Furnace.

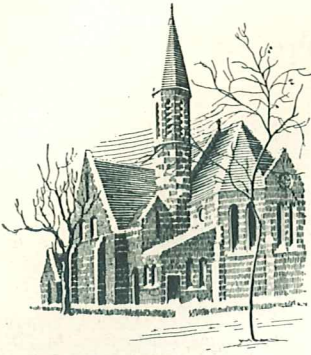


Home of Mr. Tony Rosemeyer, Platteville, Wisconsin

We are showing here only a few of the homes heated with a Washington Furnace. We have mailed to you a large sheet giving illustrations of homes heated with a Washington Furnace together with copy of letters from the owners.



# Almost Every Church Is a Prospect



Give us the names of pastors of churches in your district or other church officials who should be interested in the Washington Furnace. We will help you sell them.

Plain Finish Furnace for garages, warehouses and other buildings where appearance is not so essential.



Interior view of store of Bender, the Shoo Man, Holyoke, Colo.

Below we will give you illustrations of a few of the different kinds of buildings that can be heated with the Washington Furnace.

The Washington Furnace is an ideal heating system for churches, schools, stores, banks, lodge halls, etc.

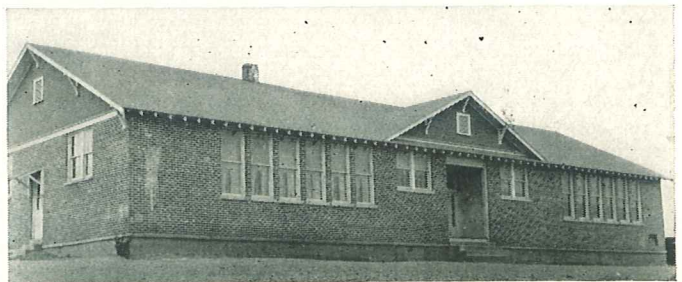
You have the agency for Washington Furnaces in your district, but merchants who are not agents cannot buy Washington Furnaces except from an authorized agent. All inquiries we receive from merchants are referred to authorized agents, although they may be some of our best customers for Washington stoves and ranges.



One of the large buildings of Cumberland University, Lebanon, Tenn., Washington Furnaces installed in above building

**WE OFFER YOU 100%  
PROTECTION AND 100%  
SALES CO-OPERATION**

Give us the names of school board men. We will help you sell them the Washington Furnace. We will refer them to you as distributor for your section.



Campbellsville High School, Campbellsville, Tennessee



# What Successful Dealers Think of the Washington Furnace Agency

The following are just a few of the large number of letters that we have received from successful dealers telling what they think of the Washington Furnace agency.

Gray & Dudley Company,  
Nashville, Tennessee.  
Gentlemen:

We are writing this letter to let you know we have received the lot of literature on the Washington Furnace.

You may be interested in learning our opinion of the Washington Furnace.

A representative that sold us the Washington Furnace, and allowed us exclusive agency for this section, made some pretty broad claims for the Washington Furnace, and, frankly, we were somewhat skeptical about the heating efficiency of the Washington Furnace up here in this cold country. You know we have some very severe winters in Maine.

We have sold a number of Washington Furnaces during the past winter, and all of our customers are pleased with them. We have had a number of people to come to our store and tell us that some user of the Washington Furnace has recommended it to them; so you see the Washington Furnaces we have installed during the past winter will mean more sales for us during the coming season.

We now consider that the representative that induced us to accept the agency for the Washington Furnace really did us a favor, and we expect to make some mighty good money on the Washington Furnace agency this year.

We like your plan of sales co-operation, as it has been very helpful indeed to us in closing a number of our prospects.

Yours very truly,  
THOMPSON IMP. & SEED CO.

## SOLD FOUR WASHINGTON FURNACES TO ONE CHURCH

Gray & Dudley Company,  
Nashville, Tennessee.  
Gentlemen:

Last fall we sold four (4) Washington Furnaces to the L. D. S. Church. Two of these were installed in the First Ward Chapel and two in the Second Ward Chapel. All of these were put in to replace a large heating system, and the Washingtons are giving far better results and consuming much less fuel.

The members of the Wards were very much surprised to see how much better these Washingtons heated the churches and the big saving made in fuel over the expensive under-floor furnaces.

Yours very truly,  
THEURER BROTHERS,  
Per H. A. Theurer.

Gray & Dudley Company,  
Nashville, Tennessee.  
Gentlemen:

We sold a Washington Furnace to Mr. George Craner in December. He has one of those cold brick houses. They say the house was never warm on any cold day until they put in the Washington Furnace, and now it is warm on the coldest days anywhere in the house.

Yours truly,  
O. T. JEVONS,  
Jevons Furniture Store.

Bangor, Maine.

McLanahan Brothers say merchant should consider himself fortunate to be able to secure agency for Washington Furnace and Washington stoves and ranges.

Elberton, Georgia.

Gray & Dudley Company,  
Nashville, Tennessee.  
Gentlemen:

I am writing this to let you know how well pleased we are with your Washington Furnace. We have had a very successful sale of these furnaces this winter, and expect to sell many more in 1927. We have only been handling stoves and ranges for three years, and before buying we thoroughly investigated other lines, but we have never regretted buying the Washington line, as it has been satisfactory in every way. A merchant should consider himself fortunate to be able to secure your agency for furnaces, stoves and ranges.

Yours very truly,  
McLANAHAN BROTHERS.

"This is our first year handling the Washington Furnace, but will say we are well pleased with it."

Mr. Nelson wants to be sure of getting agency.

Havre, Montana.

Gray & Dudley Company,  
Nashville, Tennessee.  
Gentlemen:

We would like to know if you intended to give us the franchise for selling the Washington Furnace in this territory.

This is our first year handling the Washington Furnace, but will say we are well pleased with it.

We would like to hear from you as soon as convenient in regard to the agency for this territory so we can lay our plans accordingly for next year.

Very truly yours,  
NELSON BROS.,  
By Curt Nelson.

NOTE—Havre, Montana, is coldest weather bureau station in United States.

Gray & Dudley Company,  
Nashville, Tennessee.  
Gentlemen:

Kenesaw, Nebraska.

I have received the Washington Furnaces, and they certainly look fine.

You may be interested in knowing why I accepted the agency for the Washington Furnace.

First of all, the beautiful lines and appearance make Washington Furnace easy to sell, especially to women, and besides I was greatly impressed with the general construction of the Washington Furnace and the way the moist heat is circulated.

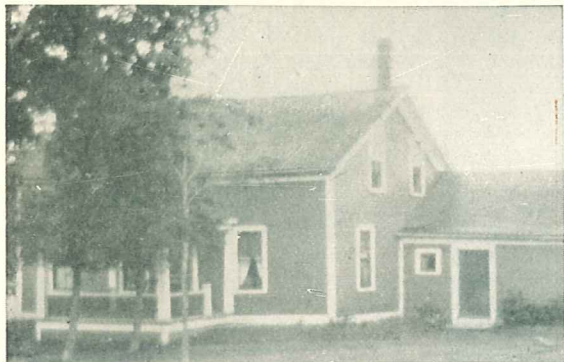
In my judgment the Washington Furnace has them all beaten for construction, satisfaction and durability.

Yours truly,  
C. S. DUNCAN.



# What Some Think of Washington Furnace

Rev. J. O. Babcock recommends Washington Furnace



Heats home comfortably with thermometer 20 degrees below zero

Gray & Dudley Company,  
Nashville, Tennessee.  
Gentlemen:

Milton, Vermont.

I purchased a Washington Furnace from Mr. J. E. Waggoner, your dealer in this section. It may be of interest to you to know something of the service I have received from the furnace.

It is heating my house comfortably, both upstairs and down. I first used coal in the Washington Furnace, and 200 pounds of soft coal ran me two weeks, and then I began using blocks of wood which I had sawed into blocks from 6 to 8 inches long. This wood is heating my house to my entire satisfaction.

The Furnace is installed in the living room, which is on the south side of the house. Mrs. Lapan says she sits by the window which is on the extreme north side and says she works in the coldest weather we had, and the temperature had been 20 degrees below zero here some of the time, and you know northern Vermont winters are very severe.

Now, Mrs. Lapan says this is the most economical heating system she ever saw and would not take \$500.00 for this furnace if she could not get another one. I can heat the house on a cord and a half of wood the whole winter, although I have been in the habit of using from 10 to 12 cords during the winter. You can readily see it saves the price of the furnace in saving of wood in a very short time.

I have had no trouble in running it, as I do not have to spend much time firing it.

Yours truly,  
W. S. LAPAN.

From O. Fuller, Hallowell, Maine:

"There is not a better furnace made I believe than the Washington Home Furnace. It is better in every way. We sure think a great deal of it, and surely can recommend it to anyone in New England."

From Dr. White, 603 Main Street,  
Lewiston, Maine:

"I would not ask for anything better than the Washington Home Furnace."

From Ernest Witham, 7 Lowell  
Street, Lewiston, Maine:

"We are well satisfied with the Washington Home Furnace. We find it a good furnace and have no criticisms to make."

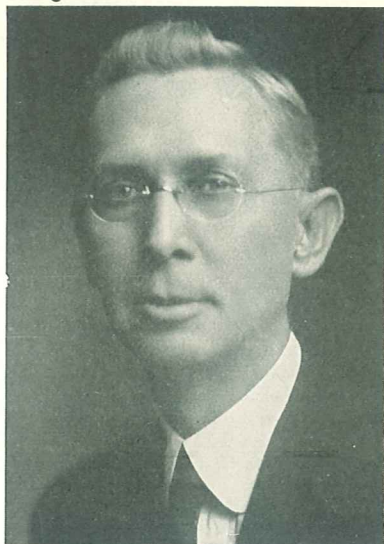
Washington Furnace Satisfactory in  
Home Hard to Heat

Fredonia, Kansas.

Gray & Dudley Co.,  
Nashville, Tennessee.  
Gentlemen:

I want to say that we are finding the Washington Furnace very satisfactory in our home. We fully realize that we have a very difficult house to heat, but believe that the stove is going to solve the heating problem here satisfactorily.

Respectfully,  
F. M. BROCKWAY.



Route No. 2, Box 90, Lynchburg, Va.  
Gray & Dudley Company, Nashville, Tenn.  
Gentlemen:

I think I am in a position to know something of the work of your Washington Furnace in the home.

For some months I boarded in a home where your furnace was installed and liked it so well that when my house was built, I bought one and have used it regularly ever since. It does all and more than you claim for it.

I heat easily three or four rooms constantly with the Washington Furnace, in the coldest weather, and use no more fuel than one ordinary stove.

I never again expect to be without a Washington Furnace.

Sincerely yours, REV. J. O. BABCOCK.

**LIKES WASHINGTON FURNACE EXCEEDINGLY  
WELL—HOLDS FIRE AND SAVES COAL**

Gray & Dudley Company,  
Nashville, Tennessee.

Twin Falls, Idaho.

Gentlemen: I have now used the Washington Furnace and like it exceedingly well. It does the work and does not use anything like the coal the old stove used.

I can highly recommend your Washington Furnace.  
Yours truly, B. A. SWEET.



Home of Mr. F. M. Brockway, Fredonia, Kansas



**POPULAR MONTHLY**  
The Pioneer  
Circulation, 1,001,290's  
P. E. O. L. E. S.  
JANUARY 1927.  
Oregon's Great Farm Magazine  
EVERY THREE MONTHS

**THE OREGON FARMER**  
SPOKANE  
Circulation, 121,275

**HOARD'S DAIRYMAN**  
Circulation, 171,948

**THE SOUTHERN PLANTER**  
SEMI-MONTHLY  
FARM AND FURNACE  
3 Year for \$100 - 50 Cents Per Copy  
The Oldest Agricultural Journal in America  
FEBRUARY 1, 1927  
No. 3  
86th Year

**WOMAN'S WORLD**  
Circulation, 1,301,943

**NEW ENGLAND HOMESTEAD**  
Poultrymen Especially Will Rejoice In This Issue.  
Circulation, 72,197  
The Farming Magazine  
Spokane, Washington  
1927

**THE NEBRASKA FARMER**  
Circulation, 105,890  
Washington's Great Farm Magazine  
EVERY THURSDAY  
JANUARY 10, 1927.

**THE WASHINGTON FARMER**  
SEATTLE  
Circulation, 55,805  
EVERY THURSDAY  
JANUARY 10, 1927.

**MCCALL'S**  
Circulation, 2,078,560  
MARCH 1927  
TEN CENTS

**Southern Agriculturist**  
Circulation, 440,537  
Better Livestock Number  
First In the Farm Homes of the South

**HOLLAND'S**  
Circulation, 326,054  
10 CENTS

**THE WESTERN FARM LIFE**  
Circulation, 60,385  
For Irrigation, High Altitude  
Vol. XXV.

**SUCCESSFUL FARMING**  
Circulation, 1,040,908  
DECEMBER 1926  
MORE THAN 1,000,000 CIRCULATION

## NATIONAL STOCKMAN AND FARMER—Circulation, 95,000

### Large National Advertising Campaign

On this page we are showing some of the different magazines and farm papers that will be used in the large advertising campaign on Washington Furnaces.

The total circulation of these periodicals is 5,447,857.

Approximately one adult person out of every ten in the United States is a subscriber to one or more of these periodicals.

You will notice from this list of periodicals there will be practically no duplication of sub-

scribers. There will be approximately 5,447,857 different people reading about the Washington Furnace this fall.

The inquiries received from your district as a result of this national advertising campaign will be referred to you.

These powerful periodicals will tell your customers about the Washington Furnaces.

Considerable thought has been given to this national advertising campaign by a staff of ad-

vertising experts. These periodicals have been selected so as to reach the largest number of real live prospects for Washington Furnaces. The advertisements are also written by a staff of advertising experts, after considerable thought and study.

If we offer no other reason than this, large advertising campaign, you should be convinced that the exclusive agency for the Washington Furnace for your district should prove to be one of your most valuable assets.



On pages 16, 17 and 18 are the advertisements that will be used in this national advertising campaign.

We can furnish you with plates of these advertisements without charge for you to run in your local newspaper, so that you will be able to tie up with the large national advertising campaign. This will enable you to tell the people in your district that you can supply them with Washington Furnaces. This will bring people in to your store to buy other merchandise.

# Martha Washington

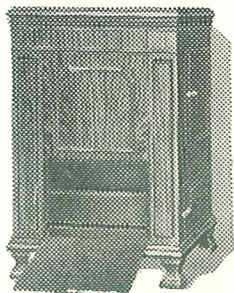
*Burns Wood or Coal*

*Latest Addition to the Great*

## WASHINGTON LINE OF FURNACES

Heats 5 to 7 rooms with circulating moist heat, most healthful known. Less sickness. Sets above the floor; handsome in its refined lines and rich with its Walnut Enamel Finish, it is none the less a wonderfully efficient heater.

Its popularity has been enormous in the short time since its introduction. Burns wood or coal. All cast iron combustion chamber.

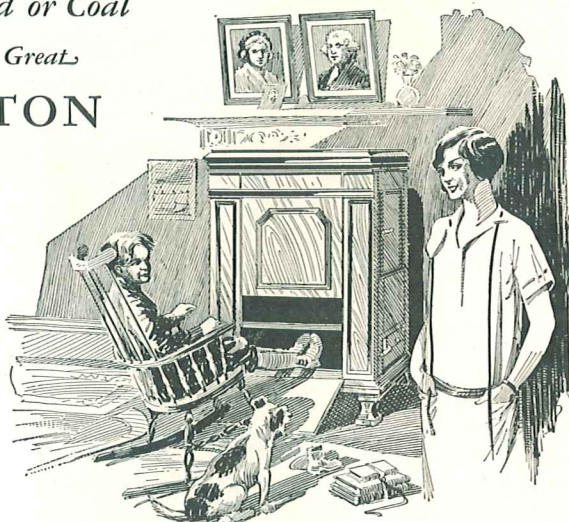


*Free book, "How You Can Reduce Home Heating Costs," sent on request*

**GRAY & DUDLEY COMPANY, NASHVILLE, TENN.**

*Established 1862*

*New!*  
Best Wood Burning  
Furnace Made.  
Takes a 20-Inch  
Stick.  
Note the Foot  
Warmer Feature.



*"Draw up a chair and warm your feet"*

This new feature will appeal to all as a genuine innovation. A door dropping down in front presents a most delightfully convenient place to rest your feet and warm them to your heart's content.

WRITE FOR NAMES OF SATISFIED USERS  
OF WASHINGTON FURNACES

FREE BOOK

Without obligation, please send me your FREE book on home heating

NAME \_\_\_\_\_

STREET \_\_\_\_\_

TOWN \_\_\_\_\_ STATE \_\_\_\_\_

FREE BOOK



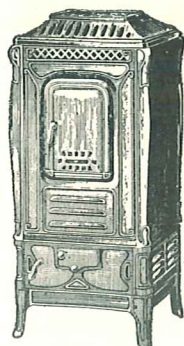
*Harmonizes With Fine Furniture*



# Washington Furnace

*A size, model and finish  
for your individual  
heating problem.*

SETS ABOVE THE FLOOR



*Permanent mahogany or  
plain finish.*

NO BASEMENT NEEDED • CIRCULATES MOIST  
HEALTHFUL HEAT IN 5 TO 7 ROOMS. LESS SICKNESS

IT will pay you to compare the real merits of furnaces before you buy. The Washington Furnace is beautiful in design and the last word in heating efficiency, its 6 inch Air Duct gives one-third more heat with the same fuel. May be installed in your living room. One fire, one care, one cost for five to seven rooms. Write for names of satisfied Washington Furnace users.

*Let us send the story of the Great Washington Line and  
our free book, on "Heating Your Home for Less Money"*

GRAY & DUDLEY COMPANY, NASHVILLE, TENN.

*Established 1862*

FREE BOOK

Without obligation, please send me your FREE book on home heating

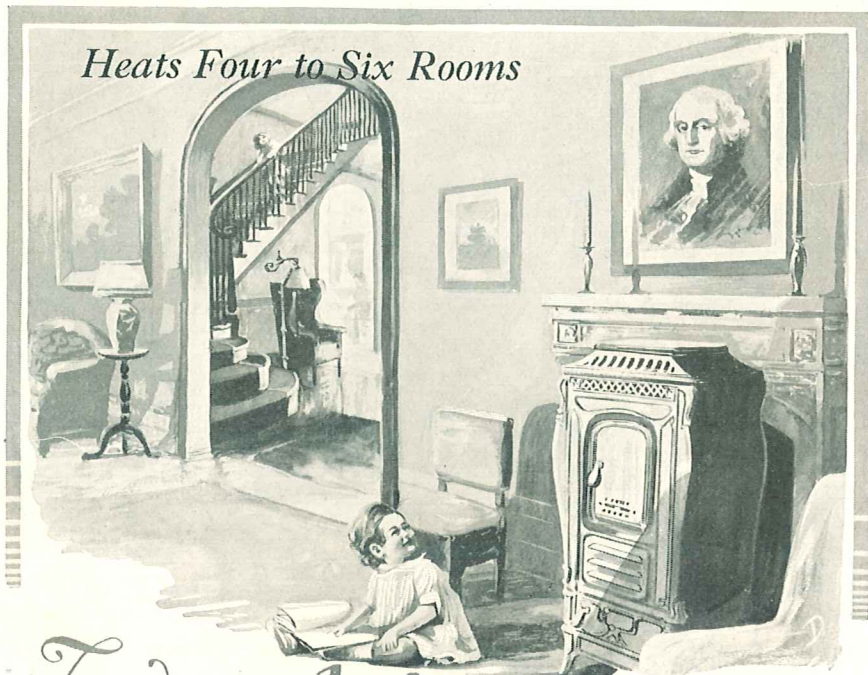
NAME \_\_\_\_\_

STREET \_\_\_\_\_

TOWN \_\_\_\_\_ STATE \_\_\_\_\_

FREE BOOK

*Heats Four to Six Rooms*



# Washington Furnace

*No basement needed.*

*Does the work of three  
stoves or five grates.*

*Will heat five to seven  
rooms with healthful  
heat. Less sickness.*

*Compare the merits of  
furnaces before you buy.*

SETS ABOVE THE FLOOR  
HARMONIZES WITH FINE FURNITURE

SOMETHING more than a beautiful piece of furniture. Its heavy conscientious construction gives it long wearability and its 6 Inch Air Duct, circulating moist, healthful heat makes it the leader of all furnaces in efficiency and economy. In the great Washington Line there is a size, model and finish for your individual heating problem. Write for names of satisfied users.

*Our Free Book, on "How You Can Reduce Home Heating Costs" is sent on request.*

GRAY & DUDLEY COMPANY (Established 1862) NASHVILLE, TENNESSEE

FREE BOOK

Without obligation, please send me your FREE book on home heating

NAME .....

STREET .....

TOWN ..... STATE .....

FREE BOOK



# Advertising Cuts and Plates Free

We are showing on this page just a few of the different advertising cuts and plates that we can furnish on Washington Furnaces.

The large yellow sheet we have mailed to you shows the plates or cuts which we can furnish on Washington Furnaces.

**NO  
BASEMENT  
NEEDED**

For

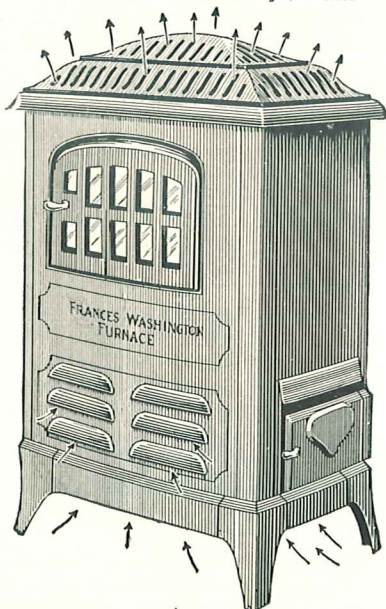
## The Improved Washington Home Furnace

MAY BE in-  
stalled in  
your living  
room. Harmon-  
izes with your  
home furnishings.

**One Fire  
One Care  
One Cost**  
—For 5 Rooms

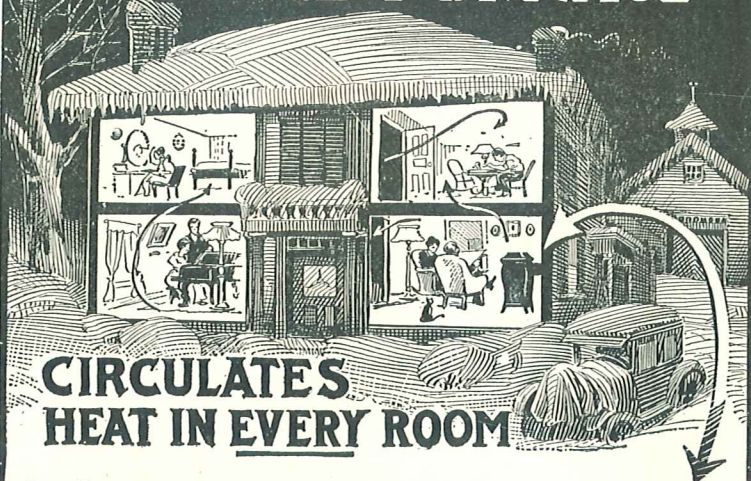
This handsome furnace, will do the heating work of three stoves or five grates. Why cling to old labor making, dirtscattering, arrangements when this new, economical, WASHINGTON HOME FURNACE is so easily obtained? It is the last word in modern design, beauty and finish. Improved Air Duct gives one-third more heat with same fuel. Get the genuine.

Plate No. 106—1 column by 7 inches



2 F. W.

## The Improved WASHINGTON HOME FURNACE



**CIRCULATES  
HEAT IN EVERY ROOM**

**One Fire, One Cost, One Care, For 5 Rooms**

### The Improved Washington Home Furnace

Will do your home heating job as well as three stoves or five open grates and it costs no more for coal than for one stove. That is a fact?

A special Air Duct draws the cool air right over the Hot Blast Fire Box and circulates a heat, moist and healthful, that will make five ordinary rooms, "shirt sleeve" warm.

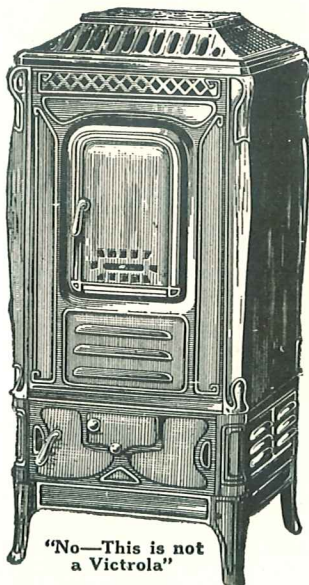
Many families in rural homes today have modern conveniences,—bright lights, telephone, radios, bath tubs and a good car in the garage, yet in cold weather they shiver and shake over feeble old stoves or sputtering grate fires.

Why not be as up to date in your home heating? Get the improved Washington Furnace, that needs no cellar or basement but is busy and looking pretty all the time, right in your living room! It heats five rooms and adds beauty to the one it sets in. Be sure to get the genuine.

Plate No. 102—2 Columns by 7 Inches



"No—This is not  
a Victrola"



"No—This is not  
a Victrola"

(Cut No. 3)  
NINETEEN



M. W. 1



## Co-operative Advertisements on Washington Furnaces

IF YOU will let us have your order for five Martha Washington Furnaces or five Washington Home Furnaces, we will pay one-half of the cost of running three advertisements.

We have had an advertising expert to prepare for our Washington Furnace dealers three advertisements for advertising special sale on the Washington Home Furnace and three advertisements on the Martha Washington Furnace. One of the advertisements for advertising the Washington Home Furnace is shown on the opposite page.

We suggest that this special sale be conducted September 3rd to 10th inclusive.

These advertisements are to appear after the five furnaces have been shipped so you will have them on the floor for demonstration purposes. After the advertisements have appeared in your local newspaper, it is necessary that you have the publisher send us a copy of each paper showing the advertisements, together with the invoice from the publisher showing the cost of the three advertisements. We will then mail you credit memorandum for one-half of the cost of these three advertisements.

It is not compulsory for you to use the chinaware in this sale, but we have found that chinaware is the most effective premium that can be used, because every housewife is interested in getting a set of dishes free on account of constant breaking. This set of dishes will cost you \$2.50 f. o. b. Nashville.

The bill for the cost of these advertisements and the three copies of the newspaper showing the advertisements must be in our office on or before October 25th, 1927, as we will not honor any bills for these advertisements after October 25th, 1927.

We have mailed to you Form No. W. H. F. 17 and Form No. M. W. 3. These two circulars describe FULLY the co-operative advertising proposition on Washington Furnaces.



One of the Three Co-operative Advertisements  
Furnished Dealers

**Eleventh Hour. • Sale Ends  
Saturday, 9:00 P. M.**

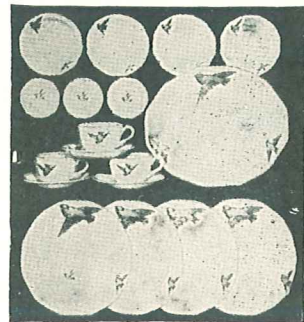
**FREE!**

*This 31-Piece Gold Band China Dinner Set*

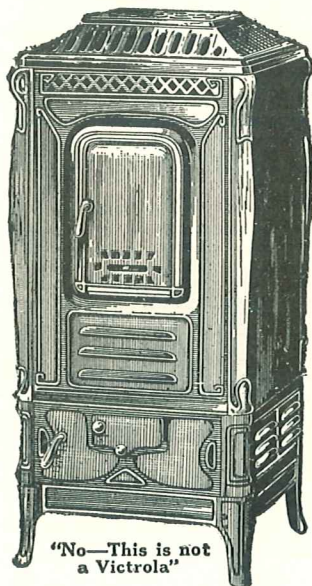
*with—*

**Washington Home Furnace**

*Offer Will Not Be Repeated This Year!*



FREE—31-piece chinaware  
Retail for \$10.00



"No—This is not  
a Victrola"

**Heats Five to Seven  
Rooms**

for cost of heating one room. Pays for itself in fuel saved. Circulating moist heat, most healthful heat known. Less sickness. Equals three or four stoves.

**Special Air Duct  
Saves Fuel**

The air duct of the Washington Home Furnace draws the cold air from the far corners into the furnace where it is heated and forced out at the top. This is the one reason why the Washington Home Furnace heats the whole house. The air duct saves 30% in fuel. A furnace without an air duct must burn 30% more coal to produce the same amount of heat as the Washington Home Furnace.

**EASY  
TERMS**



Air Duct saves 30% of fuel

**A Lifetime of Real Comfort**

Extra heavy corrugated all cast-iron inner construction does not warp and give trouble like sheet steel. This construction costs more, but is worth more and gives years of better service. Hot blast fire box produces more complete combustion. Hence, a big saving in fuel.

**NO  
BASEMENT  
NEEDED**

**Looks Like Fine Mahogany Furniture**

The Washington Home Furnace looks like a piece of fine mahogany furniture. Installed in some of the finest homes. Endorsed by thousands of users in all sections of the country. Put the furnace in the living room.

You are paying for the Washington Home Furnace whether you install it or not. Investigate other special features of the Washington Home Furnace. **NO OBLIGATION TO BUY.**

**FREE BOOK**

*Come in and get your copy of free book—  
"Heat, Beauty and Economy"*

(YOUR NAME HERE)

# Free Coal Sale—September 24 to October 1

The **Free Coal Sale** is perhaps the most successful sales idea our dealers have ever used in selling Washington Furnaces.

We have found that higher the price of coal, the more effective the **Free Coal Sale**.

The Del Rio Hardware Company of Del Rio, Texas, conducted one of the most successful **Free Coal Sales** on Washington Furnaces last year, and gave a ton of coal costing \$14.00 per ton with each Washington Furnace.

If you will see your local coal dealer, he will be glad to allow you a discount of 20% to 25% on the price of coal, provided you mention the name of his coal in your advertisement.

The **Free Coal Sale** proposition is as follows:

We furnish each dealer with a copy of three advertisements to be run in his local newspaper. One of these advertisements is shown on page 22. We will furnish the necessary cuts for these advertisements. The dealer pays for the cost of running these three advertisements.

We will furnish each dealer conducting a **Free Coal Sale** as many circulars as he can use to advantage advertising the sale. There will be no charge to dealers for these circulars.

We will also furnish each dealer without charge a special window trim for the **Free Coal Sale**.

The dealer gives a ton of coal free with each Washington Furnace sold during the sale.

We furnish each dealer conducting a **Free Coal Sale** with the necessary number of blanks. At the end of the sale these blanks are filled out showing to whom each furnace was sold and the kind of furnace sold to each customer. When these are returned to us properly filled out, showing that the ton of coal was delivered to each customer, we will allow the following rebates on each furnace sold during the **Free Coal Sale**:

No. 1B or No. 1C Washington Home Furnace, Mahogany Finish.....	\$3.75
No. 2B or No. 2C Washington Home Furnace, Plain Finish.....	2.50
No. 620 Martha Washington Furnace.....	3.50
No. 300 Frances Washington Furnace, Mahogany Finish.....	2.75
No. 302 Frances Washington Furnace, Plain Finish.....	2.00
No. 200 Frances Washington Furnace, Mahogany Finish.....	2.50
No. 202 Frances Washington Furnace, Plain Finish.....	1.75



One of the Three Advertisements Furnished  
Dealers to Be Used in Advertising  
"Free Coal Sale"

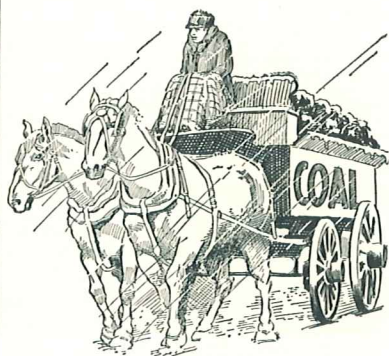
A Free Coal Sale will not only sell Washington Furnaces for you, but will produce a number of good live prospects.

NOTE: Dealers in New England offer one thousand pounds of Anthracite Coal during the Free Coal Sale.

## 2,000 POUNDS OF COAL FREE

*Positively Your Last Chance—*

**Big Sale Will Close TOMORROW  
at 9 p. m.**



With every Washington Home Furnace bought during this sale we will give absolutely

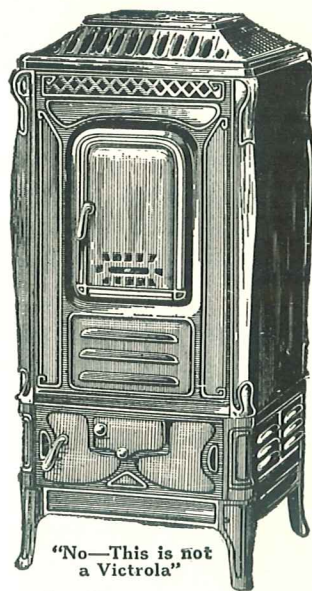
**FREE!**

2,000 Pounds of

lump coal.

Big sale will positively close Saturday, 9 p. m.

IMPROVED AIR DUCT increases heating efficiency 33 1/3%, making Washington Home Furnace the greatest fuel-saver known.



"No—This is not  
a Victrola"

Pat. June 16, 1925

**Will Heat as Much as Two or Three Stoves or Five or Six Grates**

HEATS FROM FOUR TO SEVEN ROOMS

Grained Mahogany Finish

**NO CELLAR TO DIG!**

**Circulating Moist Heat—Most Healthful Heat Known!**

(Dealer's Name)

# How We Really Help You Sell Washington Furnaces

## PROSPECT FOR WASHINGTON HOME FURNACE

The party whose name appears below is a prospect for Washington Home Furnace.

Please write and mail literature and refer to us.

..... old house. .... will build new home. .... rooms in house.

..... heating system now used.

State whether one or two stories .....

Name ..... Address .....

Distributor .....

Town ..... State .....

We will tell you briefly of our plan of sales co-operation and how we really help you sell Washington Furnaces.

After you become agent for the Washington Furnace we will send you a number of prospect cards like the illustration on this page.

You will fill these cards out with the names of people whom you think will be interested in a Washington Furnace. People who are trying to heat from two to seven rooms with the ordinary heating stove or old-fashioned fireplace are live prospects. People who will build new homes of from two to seven rooms are live prospects.

After these prospect cards are filled out and returned to us, we will mail each prospect a copy of book, "Heat, Beauty and Economy," and other literature, follow them up with good strong sales letters and, of course, refer them to you as distributor for your section.

With this literature and these letters going to your prospects, and with you trying to sell them, you should be able to sell a number of Washington Furnaces.

Ferguson Furniture House of Memphis, Tennessee, has been very successful in selling Washington Furnaces, having sold three cars during the past season.

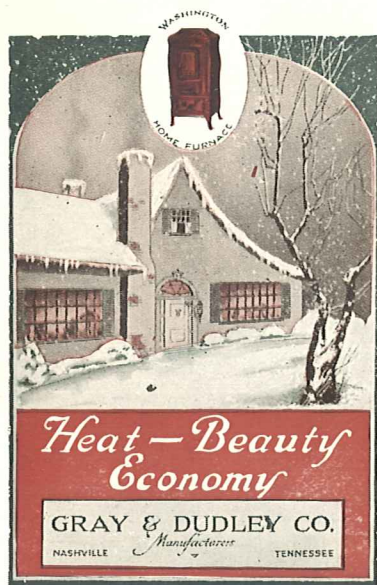
Mr. Ferguson tells us that it is very important for him to keep the names of live prospects constantly on his desk and have them followed up every few days.

He stated that his follow-up of prospects, and our follow-up campaign, is the "secret" of his Washington Furnace success.

The large firm of Reid & Cutshall of Roanoke, Virginia, state: "We appreciate the sales co-operation that you have given us. We think that your circular service has been very helpful in assisting us in selling our prospects which we have sent to you."



# Free Literature for Your Prospects



When we receive the names of your prospects from you, we will mail each of them copy of the book, "Heat, Beauty and Economy," together with a letter emphasizing the special features of the Washington Furnace and, of course, referring them to you as distributor for your district.

We will also mail other literature to these prospects and follow them up with strong sales letters.

As far as we know the book, "Heat, Beauty and Economy," is the most complete and the best prepared piece of literature that has yet been published on a furnace of this type.

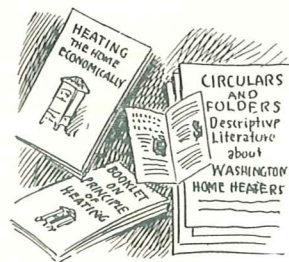
The book, "Heat, Beauty and Economy," is so well illustrated that a person can turn through the book, and the illustrations will sell him on Washington Furnaces. We have made this book easy to read also. Every feature of the Washington Furnace has been presented in such a way that each feature is made a selling point. This book answers every possible question that your customer might ask on the Washington Furnace.

Be sure to read this book carefully so that you will be able to explain to your customer the merits of the Washington Furnace.

## CIRCULARS FOR DISTRIBUTION

We will furnish each Washington Furnace Dealer a supply of circulars for distribution.

These circulars are to be enclosed with the monthly statements and other outgoing mail, and are to be distributed to people who will be interested in the Washington Furnace.



Practically all of the literature we furnish dealers on Washington Furnaces is illustrated in colors, making them much more attractive and effective.

## EXTRA LARGE CIRCULARS ON WASHINGTON FURNACES

We furnish each dealer large posters on Washington Furnaces for window and store decoration.

These large posters are unusually effective in presenting the Washington Furnace story to prospects, because the special features of the Washington Furnaces are illustrated on these large posters.

When you call on a prospect select the poster of the furnace that the prospect should buy, and concentrate your sales argument on this particular furnace. This is especially helpful in "closing" a sale.



# We Will Pay One-Half of Fair Exhibit Booth



It will pay each Washington Home Furnace dealer to have a display of Washington Furnaces at the county fairs. We will pay one-half of the cost

of the space used to display Washington Furnaces.

A fair exhibit is a wonderful means of securing the names of good live prospects.

## Commission Salesmen

A number of our most successful dealers employ commission salesmen.

These commission salesmen may be students, women or regular salesmen that give all or part time to the Washington Furnace proposition.

It is surprising the large number of prospects these house to house canvassers dig up. Of course you can help them close the sale if necessary. Send to us the names of prospects discovered by these commission salesmen and we will help you sell them. This intensive sales effort will make you some big money.

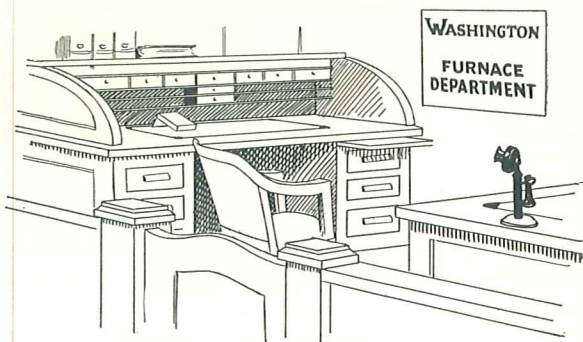


We would like for you to send us the names of your regular salesmen "on the floor" or outside salesmen. We will be glad to write to them from time to time about the special features of the Washington Furnace.

YOUR

## Washington Furnace Department

We suggest that each dealer have a special Washington Furnace department, and name some one member of the organization as manager of this department.



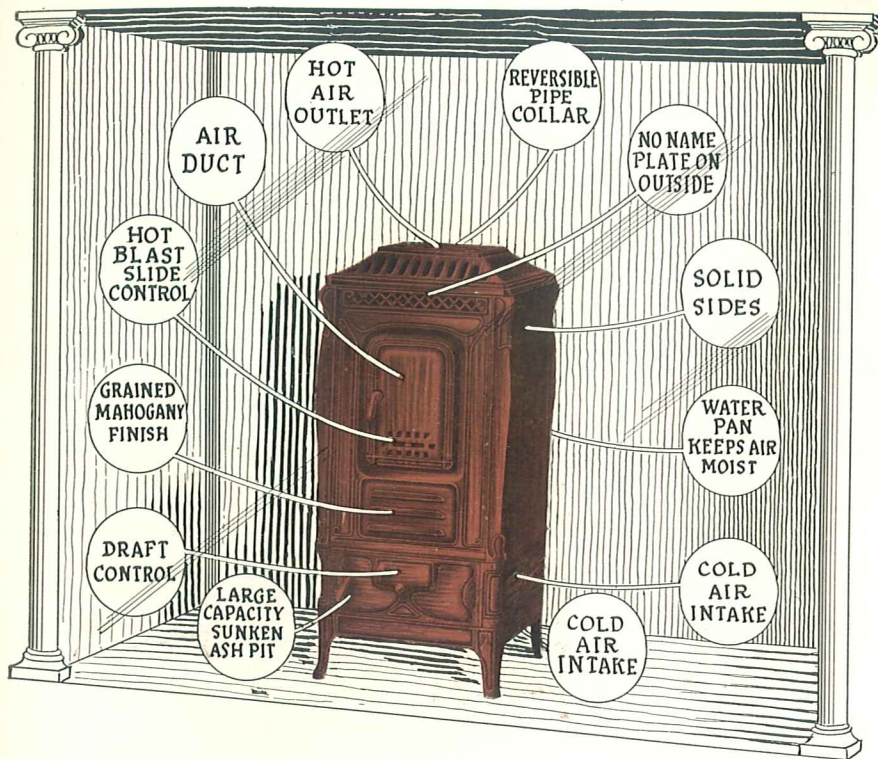
We will furnish the manager of your Washington Furnace department with a course in Heating Engineering. All interested persons will be referred to this heating engineer. He will be able to help the customers solve their heating problems. This should mean many, many furnace sales for you.

If you will hold one person in your organization responsible for your Washington Furnace sales, you will be surprised at the amount of business this one department will do.

We want the name of the manager of your Washington Furnace department so we can keep in touch with him, and we can work together and help him get your share of this business in your section.



# Window and Store Trims

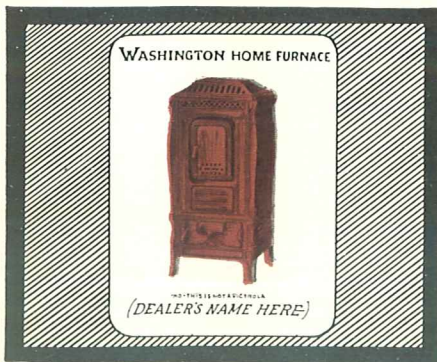


The illustration to the left shows part of the window trim on the Washington Furnace.

In addition to the window trim as shown in the illustration, we furnish large window posters and window cards to be placed in the different parts of the window, calling the attention to the different features of the Washington Furnace.

We furnish also a special window trim for the free coal sale.

It is such unusual merchandise. It will certainly bring people into your store.



## HAND COLORED MOVIE SLIDE

We have had a fine artist to prepare a design for movie slides for Washington Furnace. Each of these slides is hand-colored with dealer's name and address prominently featured on the slide. This form of advertising will produce a large number of inquiries for you.

The average theatre seats six hundred people and shows to over 50,000 people a month. Your advertisement must be seen by everybody attending. This will not only advertise Washington Furnace for you, but advertise your store as well.

Be sure and ask for this free movie slide when you place your

initial order, as we send them upon request only.

## PENNANTS

We will furnish each dealer (free of charge) a liberal supply of these pennants. They are printed in effective colors on glazed goldenrod paper. Many have declared these pennant to be the most attractive offered by any manufacturer.



Use these pennants in your window and tack them up in your store. They have proven very helpful and will produce results.

Some dealer in your district will make big money selling Washington Furnaces. Why not you?



THERE IS REAL MONEY FOR YOU IN WASHINGTON FURNACE AGENCY

# Your Customers Appreciate You Trying to Make Them Comfortable in Summer and Winter

**Y**OU have tried to make your customers comfortable during the past winter season with Washington Furnaces. You can use these fans as illustrated and described in this circular in an effort to make your customers comfortable during the coming summer months.

These fans will keep your name before your customers. They will also produce for you a number of good live prospects on Washington Furnaces which you can turn into sales.

All of one side of the fan has been reserved for your advertisement.

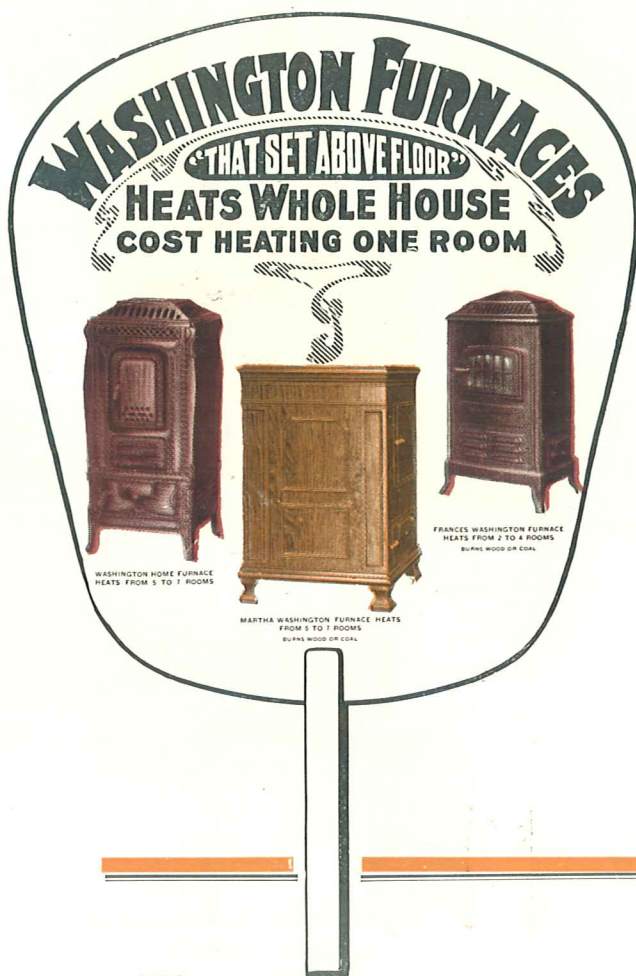
These fans will place your message before a large number of people who are buying from your competitors. One new customer will be worth the cost of several hundred fans.

You need a constant reminder not only for your customer, but the people also you are trying to sell. Every store needs new customers, and this is a mighty good way to add new customers to your list.

The advertised store sells more goods.

We are sharing the cost of these fans with you. Our price is considerably less than you would have to pay for fans of similar quality.

The cost of these fans is so small that you cannot afford to lose the benefit of this big advertising.



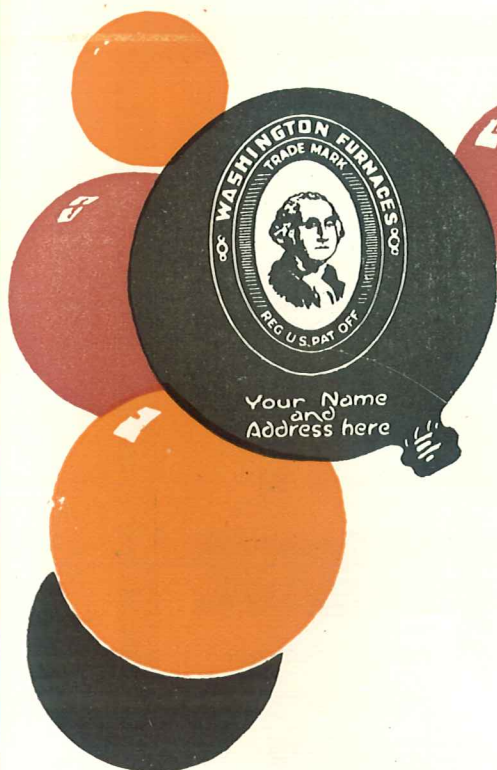
**T**HE NUMBER OF FANS you should order is determined by the customers you now have and the people you want to sell. Each customer and each prospective customer should have one of these fans with your advertisement.

Price \$2.00 Per Hundred, Net  
F. O. B. NASHVILLE



# EVERY CHILD A BOOSTER!

## To Help Sell Washington Home Furnaces



### Balloon Day!

#### HOW TO USE THEM

1. Put a good ad in the paper announcing Balloon Day. Agree to give each child a balloon free. We furnish the cut.
2. Make up a window full of balloons—with electric fans to keep them bobbing.
3. Attach several balloons to your awnings or on posts in front of your store. Will attract a lot of attention.
4. Display balloons all through the store.
5. Give balloons to all customers who have children.
6. Give them as bundle inserts.
7. Offer them as favors at picnics, banquets, luncheons, parties, church socials, etc.

Balloons will attract a tremendous attention to Washington Furnaces.

A sensation in Washington Furnace selling? Yes—but think of having a thousand big, highly colored balloons all over town the first day of your furnace campaign. It won't take long for people to know what it is all about. The kids won't be satisfied until their parents take them down to your store to get their own balloons. Give the kids the balloons and the parents the story of the Washington Furnace and your special offer.

\$18.50 per 1000

9.75 per 500

5.50 per 250

F. O. B. Factory.

Inflate to any size up to 10 inches in diameter. Equipped with Twist Valves to hold the air.

Colors: Red, Green, Blue, Yellow, Orange—assorted.

This price includes imprinting your name and store address on every balloon. These are the very best balloons made—fitted with a twist valve that holds the air in and keeps your name in big type.

*Five Large Road Signs for \$10  
100 Metal Tack Up Signs, 7 in. x 20 in., FREE*

**YOUR NAME**

**YOUR ADDRESS**



**QUALITY  
MERCHANDISE**

at the

**RIGHT  
PRICES**

Agents for

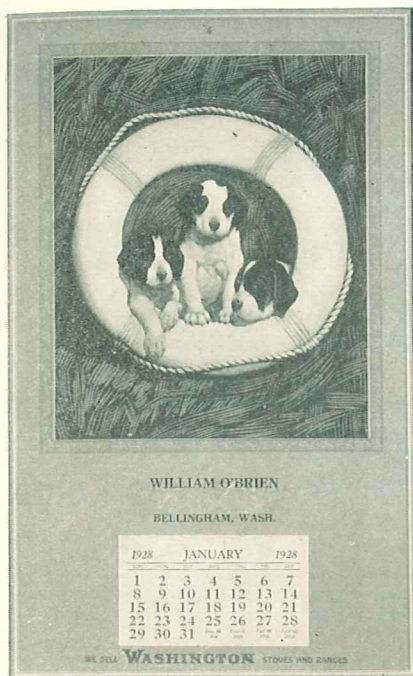
**WASHINGTON  
HOME FURNACE**

*Framed Metal Signs*

(3 x 4 Feet)

On heavy metal in bright oil colors which will retain their brilliancy for twelve or eighteen months. Signs have a two-inch beveled frame and are very substantially made and braced. Your firm name and advertising appear in size and space indicated.





## Calendars with Your Advertisement

We are unable to describe here the beautiful art calendars. They are furnished with four different subjects. Printed in full and beautiful colors—genuine works of art.

The pictures are  $8\frac{1}{4} \times 10\frac{1}{4}$  inches. A complete calendar is  $10 \times 17$  inches. The pictures have never been used before for any purpose and are guaranteed to be new in every respect.

The walls of every home are free to use. Put your name and business on each wall. Make a calendar for Christmas gift to each customer and prospective customer. It will be appreciated and the cost is trifling. Our price is much less than you will be compelled to pay for similar calendars.

Calendars printed with your firm name and line of business and address. Price, \$5.00 per 100 net.

Attach to your calendar order, your letterhead. This insures correct spelling.

## Questions and Answers on Washington Furnaces

We have prepared a list of 122 questions and answers on Washington Furnaces.

This list answers practically every question that can possibly be asked about Washington Furnaces.

A dealer or salesman reading these questions and answers carefully will be prepared to give any information desired on Washington Furnaces.

Recently we wrote to Washington Furnace dealers asking them if they thought the questions and answers on the Washington Furnaces were of any assistance to them in selling furnaces.

The replies were beyond our expectations. The dealers demanded that we continue these questions and answers because they were a wonderful help in selling furnaces.

They said also that the questions and answers were of the most valuable assistance to their salesmen.

## Course in Heating Engineering

The Course in Heating Engineering has proven exceptionally helpful to dealers and salesmen in selling Washington Furnaces, because it enables them to discuss intelligently the different heating problems that must be solved.

You will notice the course in heating engineering has been prepared by the Northern Institute of Cleveland, Ohio. This is perhaps the best authority in the United States on heating engineering.

We furnish each Washington Furnace dealer with this course of four lessons. This course is furnished without charge to all Washington Furnace dealers.

We do not know of another manufacturer of furnaces (that set above the floor) offering to dealers a course in heating engineering.



# WASHINGTON FURNACES

## Heat Whole House at Cost of Heating One Room



"No—This is not a Victrola"

WASHINGTON  
HOME FURNACE

### Washington Home Furnace

The Washington Home Furnace heats from five to seven rooms with circulating moist heat—the most healthful heat known.

Fitted with an air duct which saves 30% of fuel. Air duct prevents fuel gases from escaping up the chimney.

Burns soft or hard coal or coke.

All Cast Iron Inner Construction. (Not sheet steel.)

Heats as much as three or four stoves or five or six fireplaces. All openings below fire bowl. Air has a greater distance to travel to be heated. Another reason why the Washington Home Furnace produces more heat.

No name plate or advertisement on the outside. Looks like fine mahogany furniture. Easy to clean.

Grained mahogany and plain finishes.

### Martha Washington Furnace

Burns wood or coal.  
Will take a 20-inch stick of wood.

Heats from five to seven rooms with circulating moist heat.

All cast iron inner construction. (Not sheet steel.)

The large extra heavy dome extends above the pipe collar and holds the soot and the heat units immediately over the fire until they are consumed, instead of allowing them to go up the chimney, as is the case with other furnaces constructed with pipe collar on top.

### Foot Warmer

The Martha Washington Furnace is fitted with foot warmer, as explained on page 11. Foot warmer is especially desirable when persons enter the home with cold wet feet.

Grained walnut finish.



FRANCES WASHINGTON  
FURNACE

Burns wood or coal.

All extra heavy cast iron inner construction. (Not sheet steel.) The large heavy dome extends above pipe collar. The fuel gases and smoke rise to the top of this dome and are ignited before they have a chance to escape up the chimney and be wasted. This is one reason why the Frances Washington Furnace produces more heat with less fuel.

Heats from two to five rooms with circulating moist heat. Can be connected to any fireplace or grate with satisfactory results.

"Draw up a chair and warm your feet."

The heat unit of the Frances Washington Furnace is built close to the floor and will warm the floor around the furnace. This makes it possible for you to warm your feet around the Frances Washington Furnace. This is exceedingly desirable. Easy to clean.

Grained mahogany and plain finishes.



"Draw up a chair and warm your feet"  
Illustration shows foot warmer in use

Manufactured by **GRAY & DUDLEY CO.,** Nashville, Tenn.

"We melt 100,000 pounds of Southern Pig Iron per day"

ESTABLISHED 1862